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Use E-recording as a competitive advantage and to make efficient use of available technologies

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Law firms and title companies need market strength to stay competitive and profitable. Strategies to differentiate service or reduce operating expenses are worth consideration, especially in this tough economy. With e-recording of public record documents you can differentiate your service levels, make efficient use of available technologies and reduce costs at the same time.

E-recording can help you deliver better customer service to your real estate customers through streamlined post-closing processes and faster recording document delivery. With E-recording as the first step in your post-closing workflow, you can quickly record, issue the title policy, and promptly deliver important closing documents to your customers.

File efficiencies supported by E-recording include:

- *Fewer costly file touches by your closing staff;
- *Lower courier, mail and delivery expenses;
- *Reduced copier, toner and paper costs;
- *Reduced gap exposure;
- *Less chance for document fraud;
- *No more hunting for the file when the recordings are returned;
- *No more piles of files waiting for policies to be typed;
- *No more delinquent policy demand letters from lenders;
- *No more recording checks sitting in closed files;
- *Recording, policy typing, and post-closing become one step; and
- *E-Recording helps you go green!

E-Recording is not technology of the future. E-Recording is the standard for recording real estate documents in thousands of title offices around the country today. Law firms and title companies are finding significant benefits to e-recording and moving toward a more paperless work environment. E-Recording is available in counties across the country.

You can improve your workflow, streamline costs, improve service and move toward a paperless closing environment all by embracing E-Recording. While researching e-recording vendors ask about service and customer support. Most e-recording vendors do not have staff in the field to offer one-on-one training and support. Look for user-friendly software that allows you to see your document as the clerk will see it before you submit it for recording.

Your E-recording vendor should support workflow processes that are streamlined and simple. Make sure you select an E-recording vendor who understands your business needs. Your E-recording vendor must:

- *Offer priority client service and support;
- *Ensure accelerated recording in multiple counties from one site;

*Offer ACH fee payment handling for easy accounting and tracking; and

*Support many document types within their county footprint.

Simplifile is an E-recording vendor that provides all these benefits and is ready to be your e-recording vendor of choice. Simplifile is perfect for organizations of all shapes and sizes.

Vicki DiPasquale is vice president and national sales manager of Simplifile, Provo, Ut.

As national sales manager at Simplifile, DiPasquale supports the sales activities for the company, focusing on county and submitter growth throughout the U.S.

Prior to joining Simplifile, DiPasquale has worked for underwriters, attorney and corporate agents and several real estate-related companies. During her 30-year career she has also worked independently lending her real estate experience to a number of consulting projects and as a traveling notary/closer. DiPasquale has experience in all aspects of title insurance, closing, sales, agency and management. She also has an affinity for using technology to simplify business processes

DiPasquale holds a doctorate degree in Management. She is a Florida licensed title agent and holds the Florida Land Title Association professional designation of Certified Land-Title Closer (CLC).

Simplifile provides innovative, simple, and secure electronic recording services via the Internet for a wide variety of customers. Simplifile e-recording services accelerate document recording and simplify document workflow processes, significantly reducing costly overhead associated with traditional submission and recordation methods while dramatically improving client service levels. For more information on how Simplifile can benefit your organization, visit www.simplifile.com or call 801.373.0151.

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